

**New Hampshire Division of Parks & Recreation  
FY14 Brand Communications Plan**

1.09.2014

**SITUATION REVIEW**

- The first NH Resident Parks Utilization Study was completed in 2010 and showed opportunities to:
  - Camping: grow revenue by building campsite nights among NH residents
  - Day visits: 84% use by NH residents.
- Data from the last 3 years indicate relative stability in occupancy across all regions with the exception being Franconia Notch which has dropped significantly over the past 2 years. The Franconia Notch region has only 2 parks Cannon Mountain RV Park and Lafayette Campground making it the smallest of the Park's regions.

| YEAR | CENTRAL<br>REGION | FRANCONIA<br>NOTCH | GREAT<br>NORTH<br>WOODS | SOUTHERN<br>REGION |
|------|-------------------|--------------------|-------------------------|--------------------|
| 2011 | 47.57%            | 64.84%             | 37.33%                  | 41.37%             |
| 2012 | 42.63%            | 38.00%             | 30.80%                  | 32.30%             |
| 2013 | 49.62%            | 40.79%             | 36.92%                  | 41.46%             |

- State Park Plates
  - FY13 796 plates were sold, an increase of 475% from the previous fiscal year.
  - For the 6-month period of July 1 - December 31, 2013, 728 Parks Plates were sold representing a 225% increase over the same 6-month period in 2012.

## **FY14 Objectives and Strategies**

### **1. State Parks License Plate**

#### **OBJECTIVE**

- Continue to develop new strategies to promote the plate within New Hampshire with the goal of decreasing the cost of marketing and increasing revenue over time.

#### **STRATEGY AND PAID MEDIA TACTICS**

- Target Audience: Primary: Adults 21+, NH Residents who own cars
- Flight dates: From July 1, 2013 - June 30, 2014
- Encourage purchase/renewal of State Parks license plates utilizing:
  - Facebook advertising Marketplaces Ads and Promoted Posts, targeting New Hampshire Facebook users in advance of their birthdays.
  - NH Camping Guide 2014

### **2. Campgrounds**

#### **OBJECTIVE**

- Develop an in-state and out-of-state program for campgrounds (NH and eastern MA)
- Develop a program to promote midweek stays, longer stays & lesser-used parks.
- Consider packaging "things to do" around campgrounds to encourage visitation, including "rainy day activities." (itineraries)

#### **STRATEGY AND PAID MEDIA TACTICS**

- Primary target: Adults 18-44 in the Boston DMA who camped in the past year
- Use barrel fold piece in annual NEHACA Campground Guide to reach campers who request a NEHACA guide or visit a NEHACA booth at a camping/RV/outdoor recreation consumer show.
  - Drive consumers to Parks website and reservations.
- Encourage downloads of Parks app and overnight camping via mobile banner ads and promoted Tweets.

- Continue use of search engine pay-per-click program and social media
  - Continue with Parks pay-per-click program at \$24,000 annual commitment
  - Parks ads get high click through rate and low cost per click
  - Parks search campaigns are geo-targeted, use seasonally-appropriate keywords and can highlight specific Parks

### 3. Flume and Tram

#### OBJECTIVE

- Promote day visits to Flume and Tram attractions to out-of-state visitors and in-state residents.
- Coordinate with FNSP in-house marketing team

#### FLUME/GORGE STRATEGY AND PAID MEDIA TACTICS

- Primary Target: Overnight visitors (Tourists) and In-state residents
- Secondary Target: East Mass resident day-trippers
- Support Flume Gorge/Aerial Tram visitation through the use of selected regional guides/maps, in-room television advertising, web advertising and search engine pay-per-click advertising, test promoted Tweets.
  - White Mountain Attractions Travel Guide
  - Lakes Region Association 2012 Where to Guide
  - WMAA Map
  - Outside TV: Conway and Loon zones - 30-second spots
  - Twitter
  - Continue use of search engine pay-per-click program

#### DAY VISIT PARKS STRATEGY AND PAID MEDIA TACTICS

- Primary target: Adults 18+ who live in the Boston DMA
- Encourage downloads of Parks app and day visits via mobile banner ads and promoted Tweets.
- Continue use of search engine pay-per-click advertising program to promote day visit Parks.

### 4. Collateral Development

- Continue to develop new brand integration programs as current pieces are revised and reprinted.
- Develop State Park itineraries, such as primitive camping, RV, family-specific.

### 5. NHStateParks.org

- Update design & copywriting on NHStateParks.org
  - Develop translated pages
6. Parks App
- Develop and promote availability.
7. E-newsletter Marketing
- Scrub, segment and redesign the email newsletter and promote to expand the database.
8. Weddings, Meetings, Group Tour
- Work with NHDTTD to determine the size of the Group Tour, Meetings, and Weddings market in New Hampshire prior to considering developing a statewide marketing program and/or investing in building additional pavilions.
9. Social Media Marketing
- Continue to expand and build upon social media platforms
10. Seacoast
- Expand shoulder season
  - Promote the entire seacoast
11. Creative Content
- Implement focus group testing (fall)

## COMMUNICATIONS TOOLS (EXISTING AND FY14)

### Collateral

- Parks Map
  - 100,000 printed, available April 1, 2014 distributed at selective Welcome Information Centers and Parks
- Franconia Notch State Park brochure
  - May 2013 (FY13) printing, quantity was 300,000.
- NH Camping Guide 2014
  - 4-page barrel fold and back cover of the publication.
  - Distribution quantity is 195,000.
- FY14
  - Continue to develop new brand integration programs as current pieces are revised and reprinted.
  - Develop State Park itineraries, such as primitive camping, RV, family-specific.

### Web/Social

- Social media
  - FY14: Continue to expand and build upon social media platforms
- Blog
  - FY14: Continue to provide a connection to Parks community of advocates.
- E-newsletter
  - FY14: Scrub, segment and redesign the email newsletter and promote to expand the database.
  - Trails: Developed new creative template, continue ongoing posts of trail conditions.
- App
  - Winter 2014 launch of the app will allow many people to explore NH State Parks and additional features of NH State Parks.
  - a. FY14: Communications plan needed to generate awareness and usage. Give consumers multiple reasons to download and use the app on a regular basis by highlighting different features.
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- Parks website
  - FY14: Update design & copywriting on NHStateParks.org
  - FY14: Develop translated pages

## ADVERTISING OBJECTIVES

### **Creative**

1. Communicate the brand
  - Creative to evolve brand elements and product messaging
  - Brand statement/tag line to be aligned with new DTTD brand and integrated into advertising and POS materials
2. Primary Messages
  - Parks app
  - NH State Parks License Plate
  - Camping (cross-promote parks and campgrounds)
  - Flume/Tram
3. Secondary Messages
  - Day use

### **Media**

4. Maximize brand/product exposure to campers, attraction visitors, and day visitors, historic site visitors, and trails users in New Hampshire and Eastern Massachusetts (Boston DMA) consistent with available resources.

## PAID MEDIA PLAN

## MEDIA ADVERTISING FUNDING

### **FY14**

- Total media budget is \$230,000, \$75,000 Parks + \$155,000 NHDTTD
- 6 Programs and % of budget allocated for each:
  - Parks App 26%
  - Camping 26%
    - Traditional
    - Solitude
  - Day Visits 27%
  - Parks Plates 2%
  - Search Engine Marketing (SEM) 15%
  - Contingency 4%
  - 100%

## MEDIA SELECTION

Media selection is based on the following criteria (see appendix for research and detailed analysis of media usage by target audience and geography):

- usage by target audience
- availability of select vehicles
- ability to geo-target
- cost efficiency of individual vehicles
- coverage and cost effectiveness of individual vehicles

## FY 14 PAID ADVERTISING FLOW CHART

### NEW HAMPSHIRE DIVISION OF TRAVEL & TOURISM FY14 STATE PARKS

MARKETS: EASTERN MASSACHUSETTS & NEW HAMPSHIRE

PROMOTION DATES: JULY 2013 - JUNE 2014

As of: 01/09/14

| PAID MEDIA SCHEDULE SUMMARY  |                       |        |        |        |        |        |        |        |        |        |        |        |        |
|------------------------------|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| MEDIA                        | PROMOTION             | Jul-13 | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 | Feb-14 | Mar-14 | Apr-14 | May-14 | Jun-14 |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| CAMPING                      | Promotion             |        |        |        |        |        |        |        |        |        |        |        |        |
| Radio-Traditional            | Solitude              |        |        |        |        |        |        |        |        |        |        |        | X      |
| Radio-Pandora                | Solitude              |        |        |        |        |        |        |        |        |        |        |        | X      |
| Mobile Media                 | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
| Twitter                      | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
| Web Banners                  | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
| NEHACA Guide                 | Traditional           |        |        |        |        |        |        |        |        |        |        | X      | X      |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| DAY VISITS                   |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| Mobile Media                 | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
| Twitter                      | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
| Web Banners                  | Availability of App   |        |        |        |        |        |        |        |        |        |        |        | X      |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| FLUME & TRAM                 |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| Outside TV (N Conway & Loon) | Franconia Notch St Pk | X      | X      | X      | X      |        |        |        |        |        |        |        | X      |
| WMAA Guide, Map & Guide      | Flume & Tram          |        |        |        |        |        |        |        |        |        |        | X      | X      |
| Where to Guide               | Flume & Tram          |        |        |        |        |        |        |        |        |        |        | X      | X      |
| Web Banners                  | Flume & Tram          |        |        |        |        |        |        |        |        |        |        | X      | X      |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| PARKS PLATE                  |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| Facebook                     | Parks Plate           | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| SEM/FACEBOOK                 |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| SEM/PPC                      | Parks-All             | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      |
| Social                       | Parks-All             |        |        |        |        |        |        |        |        |        |        |        |        |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| CONTINGENCY                  |                       |        |        |        |        |        |        |        |        |        |        |        |        |
| TBD                          |                       |        |        |        |        |        |        |        |        |        |        | X      |        |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |
|                              |                       |        |        |        |        |        |        |        |        |        |        |        |        |